

APPENDIX B MALE RESPONSES

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 42

Gender Male

1. In the past five years, how many regular check-ups have you received? 2
 - a. If you haven't received a check-up what were your reasons for not getting one? Didn't need one.
 - b. If you have received a check-up what were your reasons for getting one? My wife made me go.
2. What are the benefits you perceive from seeking preventative medical care? I regularly engage I preventative medical care – by eating right, exercising. Early detection of chronic or system problems/life threatening illness.
3. What are the consequences you perceive from not seeking preventative medical care? Something that could be prevented might be worse before you realize you have the condition.
4. How would you describe an unhealthy role model? Person who made poor lifestyle choices and was not informed of preventative nutrition, exercise options earlier in their lives.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles?
 - a. If so, whom? Aunts and uncles
 - b. What unhealthy behavior did they model for you? Excessive eating, smoking, drinking, obesity.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely because I saw how their lifestyle affected their health, longevity and quality of life.
 - d. Why?
6. How would you describe a healthy role model? Someone who exercise regularly and supplements with all of the known essential nutrients.
7. Are there people in your life, role models who exhibit healthy lifestyles?
 - a. If so, whom? Father and grandfathers
 - b. What healthy behavior did they model for you? Regular exercise, regular physical activity and natural health eating
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely

d. Why?

8. What do you think are the benefits of living a healthy lifestyle? I feel better handle stress better, plan to live longer, happier without health challenges
9. What do you think are the consequences of living an unhealthy lifestyle? Shorter and more painful life
10. Is there someone in your life that urges you to seek regular health check-ups? Yes, spouse and mother.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 5
12. Do media of health related stories interest you? Yes.
13. How successfully do you carry out instructions from your doctor? Very successfully as long as they coincide with bet practices once I know what the diagnosis is.
14. Is there anything else you'd like me to know about your practice of heath care or any of the topics we have covered? Yes. (see below)

Thank you for your time and willingness to participate in this study.

I think healthy lifestyles choices are extremely important and because I follow a healthy diet and exercise plan I'm less diligent about regular check-ups. However, I recognize modern medicine has some great diagnostic tools which I have utilized since I've passed the age of 40. Such as a PSA test.

However, doctors are concerned with disease and don't know as much about nutrition and preventative nutrition studies. Both of my grandfathers ate natural and nutritious foods and lived long and healthy lives until the end. Their examples of staying fit and active and taking vitamins made a huge impact on my lifestyle choices as I've grown into adulthood.

Role models: part of the reason why I don't go regularly is that I'm quite healthy and my social role models outside of my family, namely, the fictitious heroes I wanted to emulate did not seek medical help unless they absolutely needed it. Cowboys would bite a stick and tough it out while the arrow or bullet was dug out of their flesh and they wouldn't do much more than cauterize the wound with fire.

These tough individualistic heroes indelibly shaped my personal medical choices.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 25

Gender Male

1. In the past five years, how many regular check-ups have you received? dozens
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one?
Bad accident.
2. What are the benefits you perceive from seeking preventative medical care? An ounce of prevention is worth a pound of cure. Economically it saves money in the long run.
3. What are the consequences you perceive from not seeking preventative medical care? Minimal – depends on how much self maintenance you have. Follow through is key to monitoring your own status.
4. How would you describe an unhealthy role model? Smoking excessive alcohol consumption, recreational drugs, over eating, obesity – and the psychological ramifications of all of those.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles?
 - a. If so, whom? Parents/father
 - b. What unhealthy behavior did they model for you? Eating wrong, lack of exercise
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? helps in both ways – immediate consequence is that we reflect what we know. You adopt what you saw or you know. Another role model modeled good behavior. I reacted and formulated my actions to her as well. If you see bad behavior you repeat bad behavior. I saw both good and bad and chose to copy the good. It can go either way.
 - d. Why?
6. How would you describe a healthy role model? Active, within reason, a healthy role model is not obsessed with looks, physique, healthfulness includes attending to their spirituality, developing positive social relationships, strong support network of family and fraternal support.
7. Are there people in your life, role models who exhibit healthy lifestyles?
 - a. If so, whom? Good friend
 - b. What healthy behavior did they model for you? Staying active, eating right.

- c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely
 - d. Why? Desired to model after them
8. What do you think are the benefits of living a healthy lifestyle? Long life – statistically faster recuperation, social benefits – being close to family wanting to play with children and grandchildren.
 9. What do you think are the consequences of living an unhealthy lifestyle? Limited in decisions that you make – consider physically brokenness – more consideration for what you can than what you cannot do.
 10. Is there someone in your life that urges you to seek regular health check-ups? No. It's never come up – everyone just assumes you are handling it.
 11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up?
 12. Do media of health related stories interest you? No.
 13. How successfully do you carry out instructions from your doctor? 70% more or less – the more interaction I have and the more hands on the interaction is the more I follow the doctor's advice.
 14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? (yes, see below)

Thank you for your time and willingness to participate in this study.

My parents modeled a lot of healthy behavior as well. My natural disposition is to be active – this factors into it as well. Role models modeled this for me. Biological predisposition – not only the environment.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 30

Gender Male

1. In the past five years, how many regular check-ups have you received? 2-3
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one?
General maintenance.
2. What are the benefits you perceive from seeking preventative medical care?
Endless benefits – prevention – heading stuff off – if you catch it early you're fine – if you catch it late – you're dead.
3. What are the consequences you perceive from not seeking preventative medical care? Stuff sneaks up on you.
4. How would you describe an unhealthy role model? Someone who is cavalier about health. They smoke and eat without consequences.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? yes
 - a. If so, whom? parents
 - b. What unhealthy behavior did they model for you? Excessive weight, don't care for themselves
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely.
 - d. Why? Because I think it's stupid – my sister and I blackmail my mom to get a pap smear before coming for Christmas.
6. How would you describe a healthy role model? Someone who eats right, does all the preventative stuff like a breast screen, regular eye, ear checkups, stuff like that.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes
 - a. If so, whom? sister
 - b. What healthy behavior did they model for you? She gets regular check-ups and is up on all the latest information.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely
 - d. Why? Want to live like her.
8. What do you think are the benefits of living a healthy lifestyle? You live longer, live better.

9. What do you think are the consequences of living an unhealthy lifestyle? You don't live as long – stuff sneaks up on you. High risk behavior? It catches up with you.
10. Is there someone in your life that urges you to seek regular health check-ups?
Yes, spouse.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 4
12. Do media of health related stories interest you? No.
13. How successfully do you carry out instructions from your doctor? I am very compliant – I do extremely well.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? Yes. (see below)

Thank you for your time and willingness to participate in this study.

I wish did more for preventative maintenance earlier in life. Health insurance is a big part of it. When you have it – you get the care. When you don't you are screwed.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 36

Gender Male

1. In the past five years, how many regular check-ups have you received? 2
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one?
It was about time – the doctor scheduled the 2nd one
2. What are the benefits you perceive from seeking preventative medical care?
Catching things before they become serious problems – doing what I need to do to be healthy.
3. What are the consequences you perceive from not seeking preventative medical care? Letting simple, easily treatable conditions progress to more difficult to treat or untreatable conditions.
4. How would you describe an unhealthy role model? Someone who is overweight or smokes.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes
 - a. If so, whom? friends
 - b. What unhealthy behavior did they model for you? smoking
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? More likely
 - d. Why? If they can do it and get away with it - I can too!
6. How would you describe a healthy role model? Someone who takes care, exercise, moderation in everything.
7. Are there people in your life, role models who exhibit healthy lifestyles? yes
 - a. If so, whom? father
 - b. What healthy behavior did they model for you? Moderation, taking care of themselves
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely
 - d. Why? See the benefits of it – use it as a measuring stick of how I want to be.
8. What do you think are the benefits of living a healthy lifestyle? You sleep better, enjoy and do more in life.

9. What do you think are the consequences of living an unhealthy lifestyle? You develop serious health problems, inability to participate in activities – basically people in Walt Disney World.
10. Is there someone in your life that urges you to seek regular health check-ups?
Yes, spouse.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 4
12. Do media of health related stories interest you? Yes. I get these from tv, internet, and on my homepage for Comcast.
13. How successfully do you carry out instructions from your doctor? I do it successfully for a short period of time. It is not easy to change behaviors.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 43

Gender Male

1. In the past five years, how many regular check-ups have you received? 5
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one?
Annual check-up – I always receive annual physicals.
2. What are the benefits you perceive from seeking preventative medical care? To avoid nasty surprises and to detect serious problems before they become a problem.
3. What are the consequences you perceive from not seeking preventative medical care? Nasty surprises.
4. How would you describe an unhealthy role model? Someone who goes out to the bars on Friday nights, drinks, smokes and doesn't exercise.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? No
 - a. If so, whom?
 - b. What unhealthy behavior did they model for you?
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle?
 - d. Why?
6. How would you describe a healthy role model? Enjoys being outdoors, active and doesn't smoke.
7. Are there people in your life, role models who exhibit healthy lifestyles?
 - a. If so, whom? Friends and co-workers
 - b. What healthy behavior did they model for you? They get outside and get active.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? Yes, more likely.
 - d. Why? Helps being around people who have those same values.
8. What do you think are the benefits of living a healthy lifestyle? You live longer, are happier.
9. What do you think are the consequences of living an unhealthy lifestyle? You die early, makes you sad or miserable.

10. Is there someone in your life that urges you to seek regular health check-ups? I'm self-motivated. I'm responsible for my verbal well-being. Even if someone was riding me to do it – I wouldn't do it. I make my own decisions and I'll be the one to live with the consequences.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up?
12. Do media of health related stories interest you? Yes. From the internet.
13. How successfully do you carry out instructions from your doctor? Can I refuse? I try hard but I don't always follow their directions.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? I have found the to live healthy – you should find an activity you enjoy and do it.

Thank you for your time and willingness to participate in this study.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 46

Gender Male

1. In the past five years, how many regular check-ups have you received? 2
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one?
My wife made me.
2. What are the benefits you perceive from seeking preventative medical care?
There are theoretical benefits – you run the risk of long term health care problems.
3. What are the consequences you perceive from not seeking preventative medical care?
4. How would you describe an unhealthy role model? Someone who never goes to the doctor. Someone who never goes to the doctor.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? relative
 - b. What unhealthy behavior did they model for you? Smoking.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Not at all one way or the other.
 - d. Why?
6. How would you describe a healthy role model? Someone who is a non smoker, drinks in moderation, exercises, sees a doctor regularly.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? spouse
 - b. What healthy behavior did they model for you? Eats well, gets regular check-ups
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? Neither more or less likely.
 - d. Why? I make my own decisions.
8. What do you think are the benefits of living a healthy lifestyle? You live a longer life, better quality of life, financial savings.
9. What do you think are the consequences of living an unhealthy lifestyle? Lots of health care bills.

10. Is there someone in your life that urges you to seek regular health check-ups?
Yes, spouse.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? %
12. Do media of health related stories interest you? Yes, I only get these from the internet.
13. How successfully do you carry out instructions from your doctor? Good. I am very compliant.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 25

Gender Male

1. In the past five years, how many regular check-ups have you received? 0
 - a. If you haven't received a check-up what were your reasons for not getting one? Lack of insurance. Never considered myself to be sick. I'm sure there is nothing wrong.
 - b. If you have received a check-up what were your reasons for getting one?
2. What are the benefits you perceive from seeking preventative medical care? Better future health, identify critical medical problems earlier. You develop a more active relationship with your physician earlier for diagnosis later on.
3. What are the consequences you perceive from not seeking preventative medical care? The immediate risks – you wouldn't know if you had a disease or condition that needed attention. Another consequence is the lack of knowledge you have about yourself – blood work, blood pressure etc.
4. How would you describe an unhealthy role model? A negative attitude. Unsavory way of life. Everything they do in life is a way of making money. How they act toward everything is harmful and not in the mainstream.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Employers, father.
 - b. What unhealthy behavior did they model for you? Had a negative attitude and a complete lack of respect for their personal health.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely.
 - d. Why? Saw where they were – thought about where I wanted to be – logically I would have to do the exact opposite to get somewhere else.
6. How would you describe a healthy role model? Someone who benefits from every aspect in life – personal, physical, emotional – they are encouraging.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Student mentor, mom, girlfriend, select friends.
 - b. What healthy behavior did they model for you? Concern for physical condition – responsible for actions in all aspects.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More.
 - d. Why? Saw where they were – naturally wanted to emulate them.

8. What do you think are the benefits of living a healthy lifestyle? Long term health – a positive attitude. You are more happy with everything in life. You are physically capable of doing a lot more.
9. What do you think are the consequences of living an unhealthy lifestyle? Jail, death or rehab.
10. Is there someone in your life that urges you to seek regular health check-ups? Yes, girlfriend, students, women in my life.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 3 – they push me and I respect their opinions but I make my own decisions.
12. Do media of health related stories interest you? Yes, I get my information from the NY times, tabloids (US, People – celebrities trying new ideas), and alternative medical publication. Also I get information from my yoga instructor and the health food store employees.
13. How successfully do you carry out instructions from your doctor? The doctors give their course of action and then I do my own research. I present my findings back to my doctor.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? Yes. (see below)

Thank you for your time and willingness to participate in this study.

I am always open to experiential/alternative medication. That appears to have a strong following for strong positive, physical, mental and emotional health.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 37

Gender Male

1. In the past five years, how many regular check-ups have you received? 1-2
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Overall maintenance.
2. What are the benefits you perceive from seeking preventative medical care? To avoid debilitating illness that could lead to loss of livelihood.
3. What are the consequences you perceive from not seeking preventative medical care? Could lead to illness that goes undetected.
4. How would you describe an unhealthy role model? Someone with bad health habits like smoking, excessive drinking, poor exercise.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes
 - a. If so, whom? Older brother, mom
 - b. What unhealthy behavior did they model for you? Doesn't take care of himself
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? More likely not to adopt an unhealthy lifestyle.
 - d. Why? Don't want to be like them.
6. How would you describe a healthy role model? Someone who works out regularly, exercises regularly, eats and drinks in moderation.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes
 - a. If so, whom? Spouse.
 - b. What healthy behavior did they model for you? Runs regularly, eats healthy.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely.
 - d. Why? Want to live a long life with her.
8. What do you think are the benefits of living a healthy lifestyle? Longer life, better overall outlook.
9. What do you think are the consequences of living an unhealthy lifestyle? Chronic health problems.

10. Is there someone in your life that urges you to seek regular health check-ups?
Yes, spouse.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 2
12. Do media of health related stories interest you? Yes, I get my info from the internet and MSNBC.
13. How successfully do you carry out instructions from your doctor? I'm pretty good. I guess sporadically – when I get them. Actually, I had a back injury and he assigned me some physical therapy as homework and I was pretty bad at it – even when I was supposed to keep going.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 46

Gender Male

1. In the past five years, how many regular check-ups have you received? 5
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? I get one yearly – you are supposed to aren't you?
2. What are the benefits you perceive from seeking preventative medical care? It gives me good health and peace of mind.
3. What are the consequences you perceive from not seeking preventative medical care? Death and anxiety.
4. How would you describe an unhealthy role model? Poor eating habits, smoking, unkempt appearance, messy environment, drawn facial features.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes
 - a. If so, whom? Sister, friend, my algebra II teacher
 - b. What unhealthy behavior did they model for you? Smokers, they have bad complexions and generally smell bad. Unhealthy eating habits.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely. Didn't want to emulate that.
 - d. Why?
6. How would you describe a healthy role model? A kempt appearance, rested appearance, good eater, energetic, engaging, cute, fit.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Spouse's cousin, cousin, parents, brother
 - b. What healthy behavior did they model for you? Remaining fit, fit/eating well, not burning the candle at both ends, eating and dressing well.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More, because you want to be healthy – there is a desire to be healthy.
 - d. Why? They instill a desire to have what they have. You want to be healthy.
8. What do you think are the benefits of living a healthy lifestyle? You remain relevant in society – take minerals and vitamins – for fear of becoming irrelevant.

9. What do you think are the consequences of living an unhealthy lifestyle?
Becoming irrelevant.
10. Is there someone in your life that urges you to seek regular health check-ups?
Yes, spouse.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all,
how influential is this person in determining whether you receive a regular check-
up? 3-4
12. Do media of health related stories interest you? Yes, Time Magazine, newspaper,
regular internet sites like CNN
13. How successfully do you carry out instructions from your doctor? I'm 80%
compliant. Flossing? I don't do it. I am supposed to get my cholesterol checked
but I am fearful of the outcome.
14. Is there anything else you'd like me to know about your practice of health care or
any of the topics we have covered? Yes. I am a very fit, healthy person but I
could do better.

Thank you for your time and willingness to participate in this study.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 82

Gender Male

1. In the past five years, how many regular check-ups have you received? 3
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one?
Treatment of chronic illness. Wife made me get one.
2. What are the benefits you perceive from seeking preventative medical care?
Someone is watching your blood tests, cholesterol.
3. What are the consequences you perceive from not seeking preventative medical care? Cost to treat illness goes up if you are not catching something in time.
4. How would you describe an unhealthy role model? Smokers. People who abuse themselves.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Brother. Lived hard.
 - b. What unhealthy behavior did they model for you? Excessive drinking, smoking.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely.
 - d. Why? Wanted to live a longer life.
6. How would you describe a healthy role model? Someone who does everything in moderation – nothing to excess.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Friend, daughter.
 - b. What healthy behavior did they model for you? Regular exercise. Watches heart activity closely following two bypass surgeries.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? Not influenced one way or the other.
 - d. Why? I think I have good genes – mother lived to be 101 and father into the 80's.
8. What do you think are the benefits of living a healthy lifestyle? Everything in moderation. See your children have children.

9. What do you think are the consequences of living an unhealthy lifestyle? Early death – you miss out on a lot.
10. Is there someone in your life that urges you to seek regular health check-ups?
Yes. My wife.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? %
12. Do media of health related stories interest you? Yes, Wall Street Journal, news broadcasts.
13. How successfully do you carry out instructions from your doctor? Poorly. If I think it is important I'd do it.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 40

Gender Male

1. In the past five years, how many regular check-ups have you received? 3
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one?
Approaching 40 I thought it was important to make sure cholesterol etc. was where it should be.
2. What are the benefits you perceive from seeking preventative medical care?
Ability to catch things early. I want to live as long as possible – healthier.
3. What are the consequences you perceive from not seeking preventative medical care? If something develops it would be a lot worse - or a heart attack would be worse if you have high blood pressure or high cholesterol.
4. How would you describe an unhealthy role model? Generally someone who doesn't take care of themselves – bad eating habits and no exercise.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Supervisor.
 - b. What unhealthy behavior did they model for you? He is 50, overweight and gets no exercise.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely.
 - d. Why? When I hit 50 I want to be more active.
6. How would you describe a healthy role model? Someone who exercises, eats well, active lifestyle, good nutrition.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Wife.
 - b. What healthy behavior did they model for you? Exercise 5-6 hours a week, eats healthy.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely.
 - d. Why? She inspires me to do the same.
8. What do you think are the benefits of living a healthy lifestyle? You have the ability to enjoy yourself. You are able to be more active and think clearer.

9. What do you think are the consequences of living an unhealthy lifestyle?
Inability to enjoy life and the things you want to do.
10. Is there someone in your life that urges you to seek regular health check-ups?
Yes, spouse.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all,
how influential is this person in determining whether you receive a regular check-
up? %
12. Do media of health related stories interest you? Yes.
13. How successfully do you carry out instructions from your doctor? Very
successful.
14. Is there anything else you'd like me to know about your practice of health care or
any of the topics we have covered? I don't think so.

Thank you for your time and willingness to participate in this study.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 49

Gender Male

1. In the past five years, how many regular check-ups have you received? 1/ year
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Heart issues – I get checked once a year. I've had 2 heart attacks so they keep a pretty close watch on me.
2. What are the benefits you perceive from seeking preventative medical care? Hundred of thousands of dollars less by not having hospital stays.
3. What are the consequences you perceive from not seeking preventative medical care? I get to live.
4. How would you describe an unhealthy role model? Overweight, drinking smoking people.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Friends.
 - b. What unhealthy behavior did they model for you? Smoking, drinking.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely.
 - d. Why? I don't emulate anyone that would do these.
6. How would you describe a healthy role model? Eats properly, doesn't smoke, exercised, keeps body strong.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes
 - a. If so, whom? Ex-karate instructor.
 - b. What healthy behavior did they model for you? Good eating, exercise, no smoking.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More – because it would be nice to be as old as he is and as in good a shape as he is in.
 - d. Why?
8. What do you think are the benefits of living a healthy lifestyle? Health and longevity.

9. What do you think are the consequences of living an unhealthy lifestyle? Less energy, less accomplishments in life.
10. Is there someone in your life that urges you to seek regular health check-ups?
Yes. The women in my life – my spouse and mother.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? %
12. Do media of health related stories interest you? Yes.
13. How successfully do you carry out instructions from your doctor? Very.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 45

Gender Male

1. In the past five years, how many regular check-ups have you received? 2
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? When I turned 40 I was told to do it by several people – now I'm encouraged to do it annually. I'll go when there is a problem.
2. What are the benefits you perceive from seeking preventative medical care? It is fear motivated. I saw a teen with a colostomy bag and it scared me.
3. What are the consequences you perceive from not seeking preventative medical care? Greater risk of disease. A big motivator is that cancer or other illnesses would go underdiagnosed.
4. How would you describe an unhealthy role model? High risk behaviors – smoking and drinking.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Parents.
 - b. What unhealthy behavior did they model for you? They have been smoking for 30 years and I've worked on them to stop.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Way less, "I became embarrassed for them."
 - d. Why? My 6th grade teacher suggested I change my brand because I smelled of tobacco so much.
6. How would you describe a healthy role model? People that conscientiously choose healthy things – diet choices like steak vs. fish even when celebrating.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Paternal grandfather.
 - b. What healthy behavior did they model for you? He got regular exercise at the kayak club – he took his working out seriously.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More.
 - d. Why? Because I stay active we take active recreational vacations like skiing.

8. What do you think are the benefits of living a healthy lifestyle? Being active – active with my kids – grandfather was a positive example. We do active things like going to an archery range.
9. What do you think are the consequences of living an unhealthy lifestyle? Reduced activity level than normal – constraints and physical limitations that limit choice of activities.
10. Is there someone in your life that urges you to seek regular health check-ups? Yes, spouse.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 3
12. Do media of health related stories interest you? Yes, NPR and network news coverage.
13. How successfully do you carry out instructions from your doctor? Generally pretty good. I'd say I was pretty successful until I have to do it daily like physical therapy.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 71

Gender Male

1. In the past five years, how many regular check-ups have you received? 12
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? My motivation was cancer – my brother had prostate cancer and my mother had breast cancer and my father had colon cancer.
2. What are the benefits you perceive from seeking preventative medical care? Staying alive.
3. What are the consequences you perceive from not seeking preventative medical care? Wouldn't have been aware of potential health issues if unaddressed.
4. How would you describe an unhealthy role model? Someone who smoked and did not have any concern for health. Someone who eats an unhealthy, heavy fat diet, didn't exercise didn't take vitamins.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Brother-in-law and people I know on a casual basis.
 - b. What unhealthy behavior did they model for you? What I'm able to observe is that they are overweight, lack of physical exercise.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely - in fact it made me get back at it!
 - d. Why? Don't want to be like them.
6. How would you describe a healthy role model? Someone who is very careful about diet – eats lots of fruit and vegetables – is concerned about the preparation of food, gets regular exercise, doesn't smoke or drink to excess.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? All of my children, daughters in law, son in law, good friends in the profession of law.
 - b. What healthy behavior did they model for you? Eats well, exercise regularly, nothing to excess.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More.
 - d. Why? Want to live physically and emotionally strong.

8. What do you think are the benefits of living a healthy lifestyle? You can do things – you are energetic and have the ability to do different activities somebody ½ my age can't do.
9. What do you think are the consequences of living an unhealthy lifestyle? Early death – limited lifestyle – you can't do everything you want.
10. Is there someone in your life that urges you to seek regular health check-ups? Yes, spouse and daughter.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 5
12. Do media of health related stories interest you? Yes. I read Tufts University and University of California – Wellness letter. Also Mens Health Magazine.
13. How successfully do you carry out instructions from your doctor? Very successfully.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? Yes. (see below)

Thank you for your time and willingness to participate in this study.

I think the only thing that changes things for most people is when something happens to someone close to you. You make it a point to avoid that. The motivation has to be around you.

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 47

Gender Male

1. In the past five years, how many regular check-ups have you received? 5
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Managing diabetes – chronic disease management – I have diabetes so I have to manage my insulin intake.
2. What are the benefits you perceive from seeking preventative medical care? Prevents complications from disease.
3. What are the consequences you perceive from not seeking preventative medical care? Physical deterioration or various bodily functions.
4. How would you describe an unhealthy role model? Someone who doesn't eat properly, doesn't follow health habits, smokes, no exercise, overweight.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Not too much.
 - a. If so, whom? People I see in the mall.
 - b. What unhealthy behavior did they model for you? Overweight.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely.
 - d. Why? Don't want to be like them.
6. How would you describe a healthy role model? Someone who exercises regularly, follows low fat high complex carbohydrate diet. Limits saturated fat intake and generally takes care of their body by not smoking and getting regular exercise.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Immediate family.
 - b. What healthy behavior did they model for you? Ate properly, followed a low fat diet, exercised regularly didn't smoke.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? Don't really look at anyone else as a role model – maybe martial arts teacher. I guess more.
 - d. Why? I wanted to be like him because he was an example of what you achieve through a lifestyle that is energetic, positive and successful.

8. What do you think are the benefits of living a healthy lifestyle? Longer life, less health problems, more energy more positive outlook on life.
9. What do you think are the consequences of living an unhealthy lifestyle? Shorter life, more health problems, affects social standing, success of career. Healthy people keep their weight in proportion to their height – makes you appear smarter and more capable. Smokers are generally heavier people.
10. Is there someone in your life that urges you to seek regular health check-ups? Yes. Girlfriend.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 5
12. Do media of health related stories interest you? Yes, I get my info from tv and the internet.
13. How successfully do you carry out instructions from your doctor? Fairly successful.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? Generally men are less proactive in their health care.

Thank you for your time and willingness to participate in this study.